



## **10-DAY NOTICE OF MEETING AND AGENDA**

**Board of Commissioners**

**April 6, 2009 TIME: 3:00 p.m.**

**PLACE: Sonoma County Ag. Commissioner's Conference Room**

**133 Aviation Blvd, Room 110, Santa Rosa, CA**

- 1) Call to order (John Balletto)
- 2) Approve minutes of last meeting
- 3) Chairman's report: (John Balletto)
  - a) Strategic Planning Proposals
  - b) 3:30 p.m. – LBAM update: Stefan Parnay and Cathy Neville
- 4) Finance Committee report (Richard Mounts/Brandi Taylor)
  - a) Financial report
    - i) Assessment collections report
- 5) President's report (Nick Frey)
  - a) Commissioner and Alternate election – nomination suggestions
  - b) Napa Winery lunch – March 26
- 6) Marketing Committee report (Mike Rowan)
  - a) PR firms: Report
  - b) Market Research – CA wine regions
  - c) Update on activities (Larry Levine)
- 7) Sustainable Practices Committee - (Rhonda Smith)
  - a) Legislation to extend PD assessment and expand to other pests
  - b) Committee recommendations to contract with Breyer Vineyard IPM services for IPM program at \$4824 and for up to 30 hours (\$2160) to support VMB neighborhood group meetings to be billed for hours worked.
- 8) Viticulture Report (Rhonda Smith)
- 9) Grower and Community Outreach – (Murphy)
  - a) Grape Marketplace TF
  - b) June BBQ and Tradeshow: Joint afternoon program with SCV on Wine Market Trends and Planning for the Future.
  - c) Smart Marketer – May 12, 4:00 p.m. at Hilton Hotel
  - d) Committee recommendation for Viticulture Award of Excellence recognition
- 10) Issues and scheduling for next meeting
- 11) Adjourn

*All agenda items are subject to discussion and possible action. For more information, or to make a request regarding a disability-related accommodation for the meeting, please contact Nick Frey at the Commission office at 707-522-5861. This notice and agenda is available on the Internet at <http://www.cdfa.ca.gov/mkt/mkt> or*

*<http://www.sonomawinegrape.org>.*